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(03-04)

AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY

In re Application of:

T. Kohda et al.

Application No.

09/855,281

Filed:

May 15, 2001

Title:

USER GUIDANCE METHOD, CONTENT ADVERTIZING METHOD, USER GUIDANCE SYSTEM, OBJECT CONTROL SYSTEM, MOVING OBJECT, STORAGE MEDIUM AND PROGRAM TRANSMISSION APPARATUS

Attorney Docket No.

JP920000095US1

Art Unit:

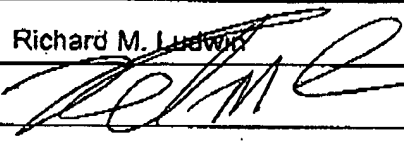
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The practitioner named below is authorized to conduct interviews and has the authority to bind the principal concerned. Furthermore, the practitioner is authorized to file correspondence in the above-identified application pursuant to 37 CFR 1.34:

Name	Registration Number
Joseph B. Ryan	37,922
Kevin M. Mason	36,597
William E. Lewis	39,274
Wayne L. Ellenbogen	43,602
Michael J. Chang	46,611
Robert W. Griffith	48,956

This is not a Power of Attorney to the above-named practitioner. Accordingly, the practitioner named above does not have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioner should be executed and filed in the United States Patent and Trademark Office.

SIGNATURE of Practitioner of Record

Name	Richard M. Ludwig		
Signature		Date	10/20/04
Registration Number	33,010	Telephone	(914) 945-3252

This form offers a sample or suggested format for an authorization of a practitioner who is not of record. See MPEP § 713.05 for more information.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.